

SPICY 9

The logo for 'SPICY 9' features the word 'SPICY' in a bold, black, sans-serif font, followed by a large, blue, stylized number '9'. A blue curved line underlines the 'SPICY' portion of the logo.

SOCIAL MEDIA CAMPAIGN

The Daily Tar Heel

OVERVIEW

1893 Brand Studio focused on increasing Spicy 9 brand awareness by consistently posting on social media, specifically Instagram, 2-5 times a week. Brand Studio incorporated graphics that promoted events and restaurant deals, as well as implementing video reels that highlights the staff and the behind the scenes of the restaurant to make the restaurant feel more personal, building a sense of community. The results were measured by social media metrics, and proved the client's growth.

THE GOAL:

Increase Spicy 9 brand awareness through social media and grow popularity among UNC students.

THE DELIVERABLES:



BRAND ACTIVATION EVENT

On Friday, September 22nd, Spicy 9 set up a booth in the pit on the UNC-CH campus and passed out free t-shirts. The t-shirts unlock exclusive deals when worn at Spicy 9. People were asked to follow the restaurant's Instagram account to receive the shirt, and Spicy 9 gained over 900 followers.

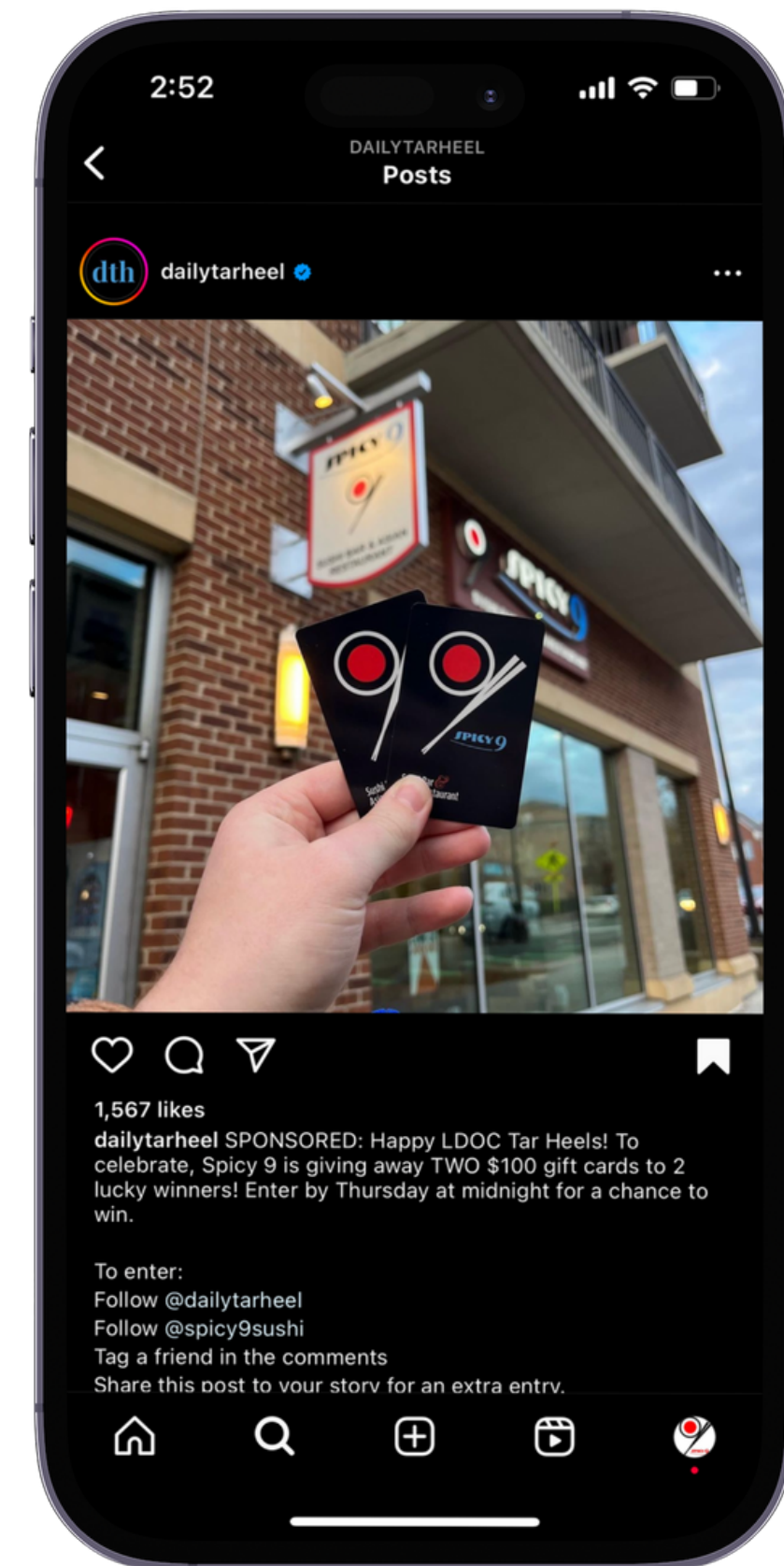


INSTAGRAM GIVEAWAY

Hosted an Instagram giveaway with a prize of two \$100 gift cards to Spicy 9. To enter participants had to follow @dailytarheel and @spicy9sushi and tag a friend in the comment section.

The giveaway opened on December 6, 2023 and closed on December 8, 2023.

Spicy 9's follower count increased from **1,037 followers** to **2,018 followers** within the two days.



INSTAGRAM REEL SERIES

Two reels are shot and edited for each week. There are three series of Instagram reels including, Cook with the Chef, Mix with the Bartender and Meet the Staff.

Cook with the Chef

These videos highlight the steps behind making a signature Spicy 9 dish with a member of the kitchen staff. Through the process, the chef or the support staff offers helpful anecdotes and tidbits about the restaurant.

Mix with the Bartender

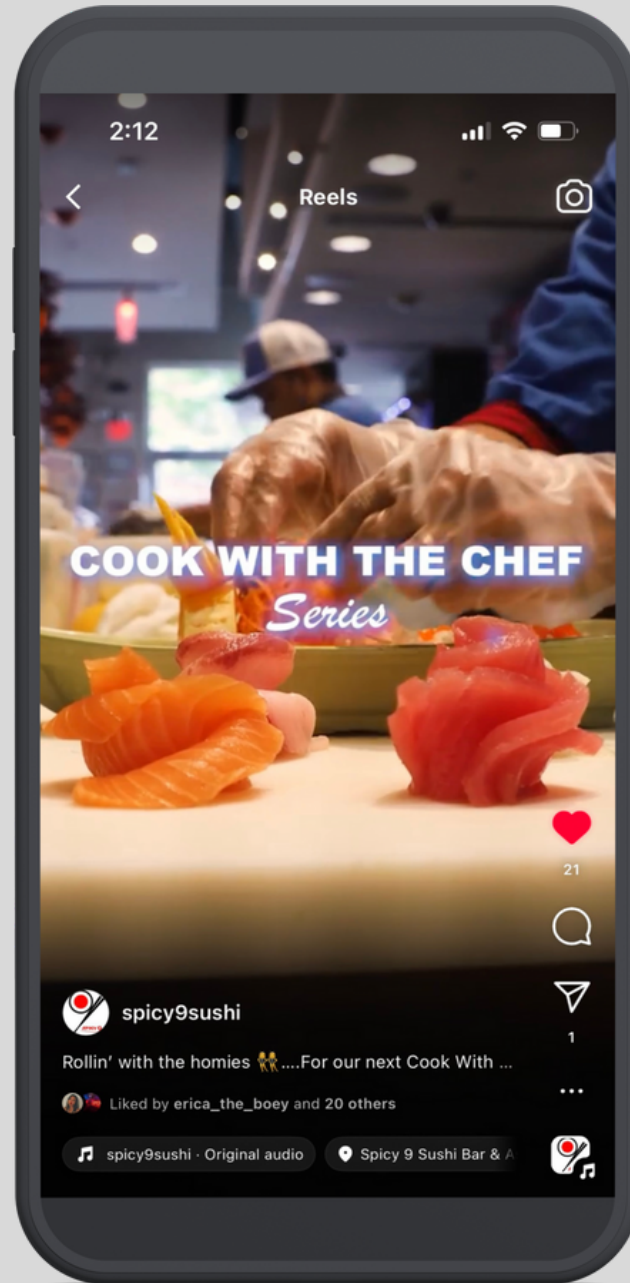
Introduces the many cocktails and drink specials on Spicy 9's menu, how to make them and what menu items they are best paired with.

Meet the Staff

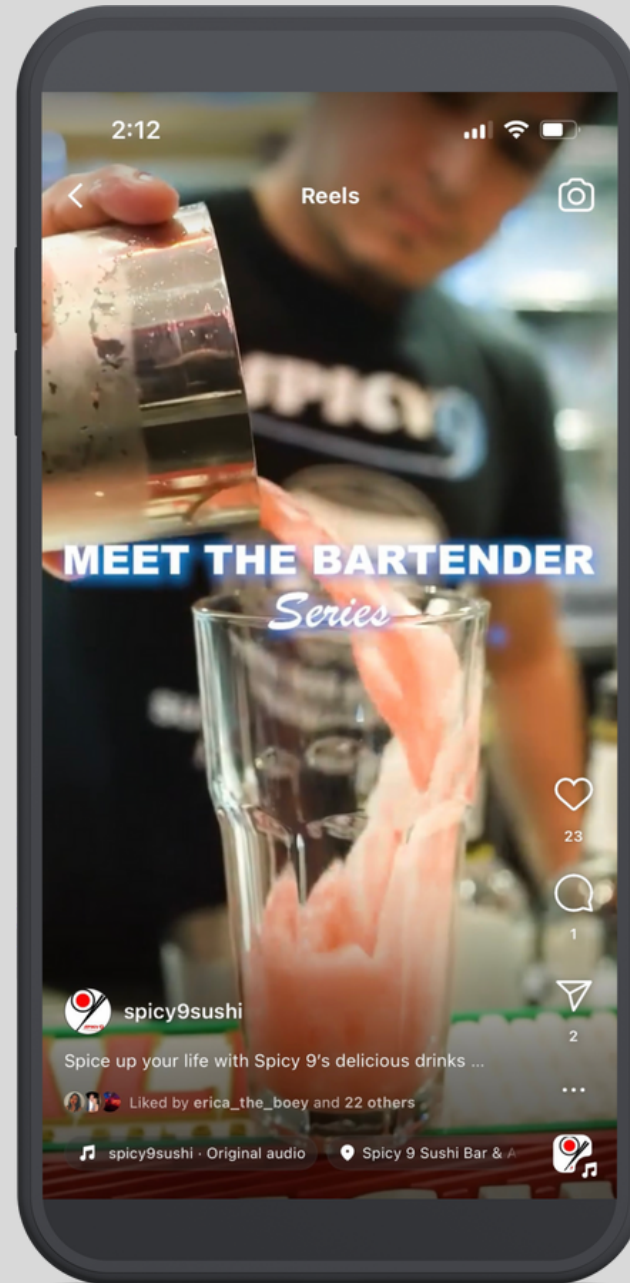
Meet the many people who make Spicy 9 a great place to eat and work. Learn their backgrounds and why they love working at Spicy 9.

INSTAGRAM REEL SERIES

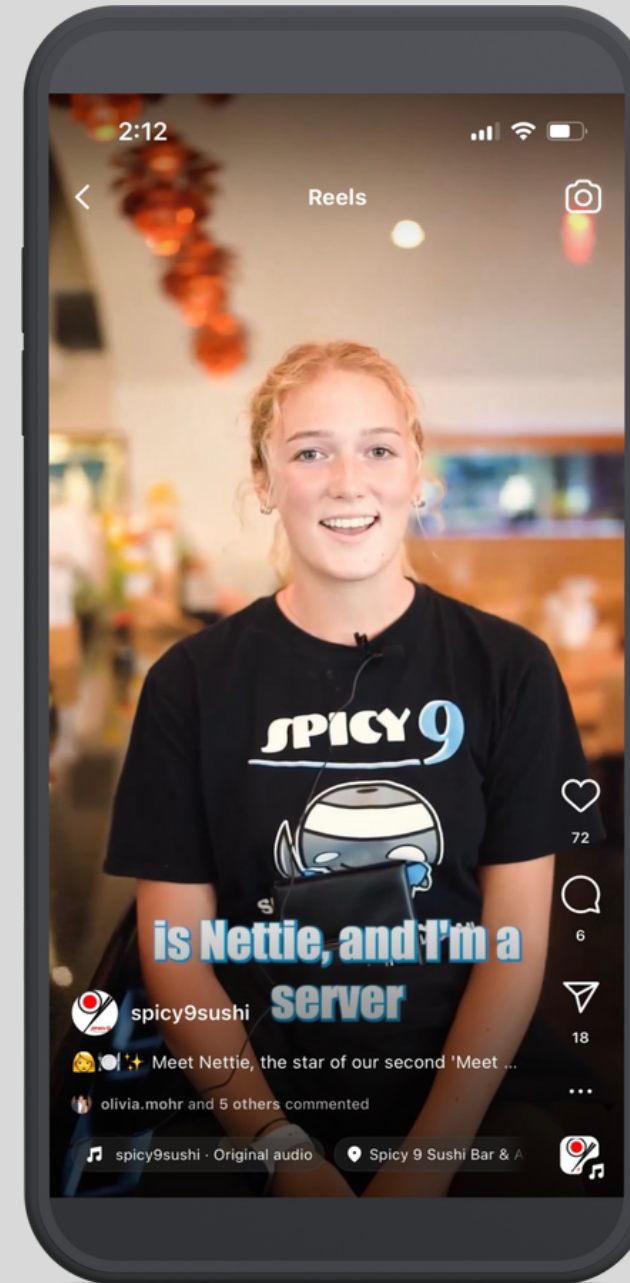
Cook with the Chef

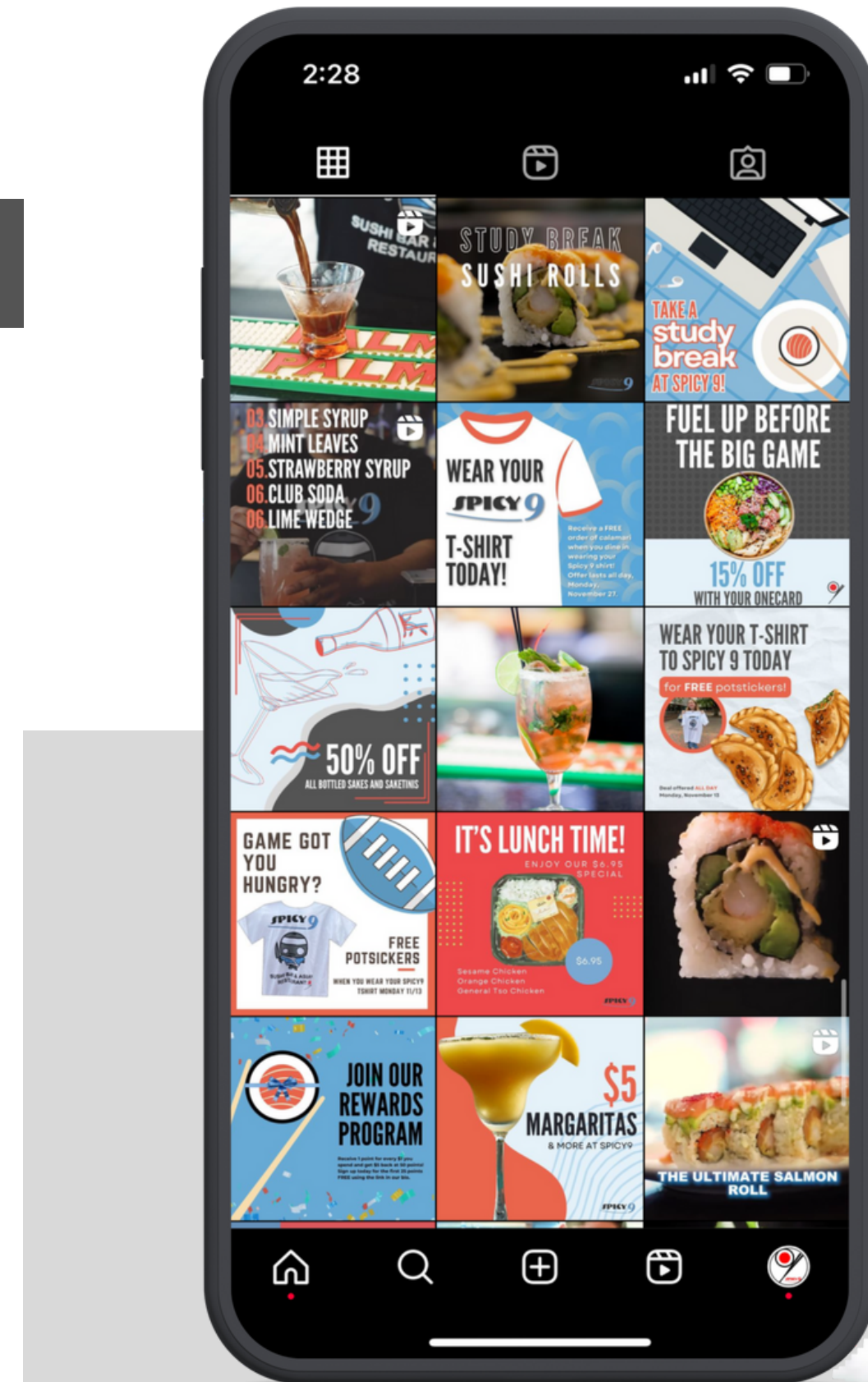
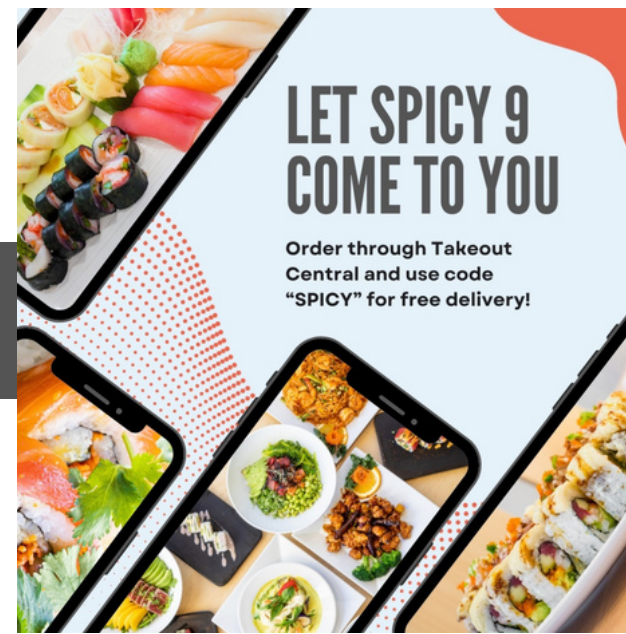
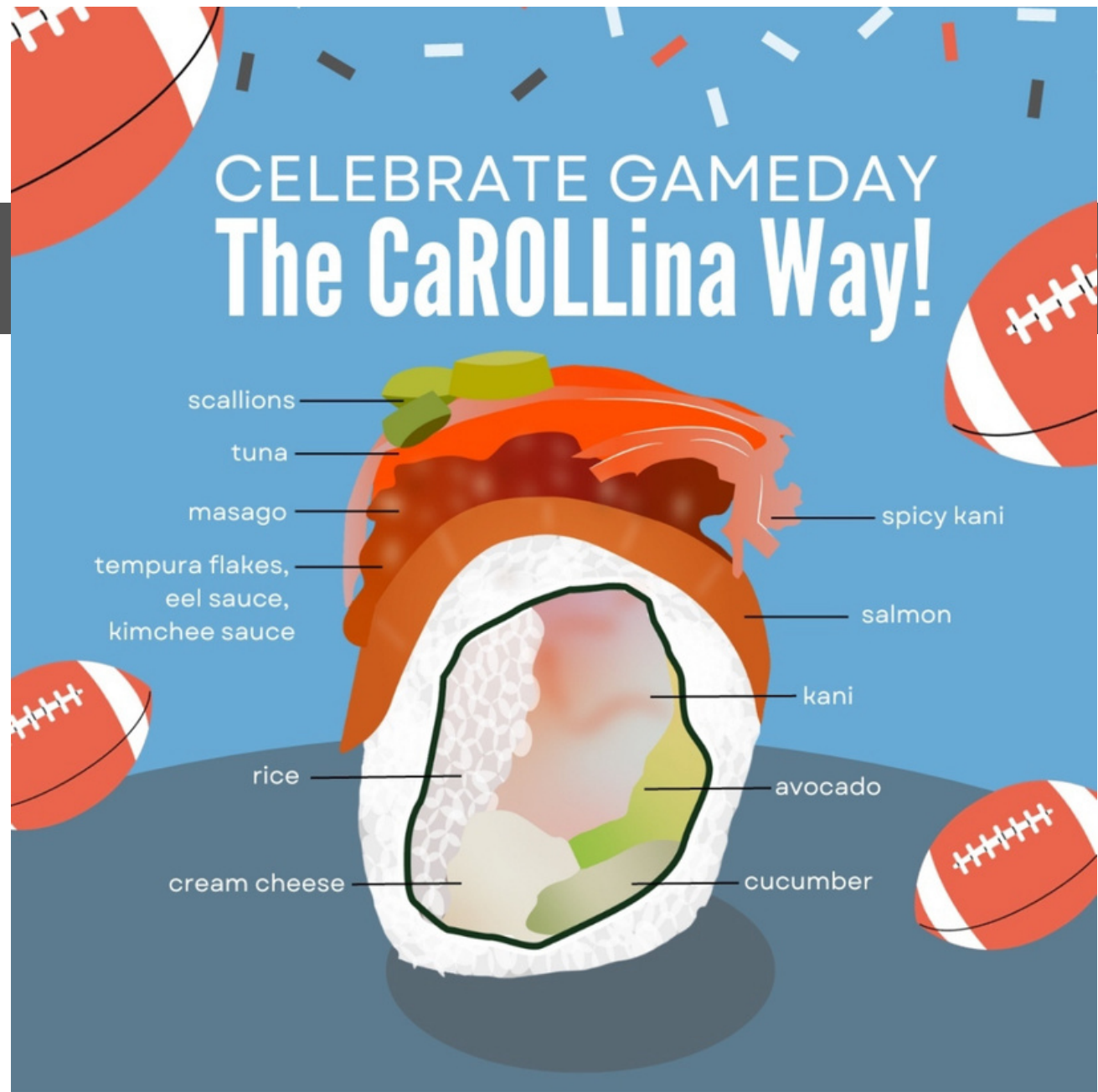


Mix with the Bartender



Meet the Staff





INSTAGRAM GRAPHICS

Post 2-5 additional pictures, videos and graphics each week.

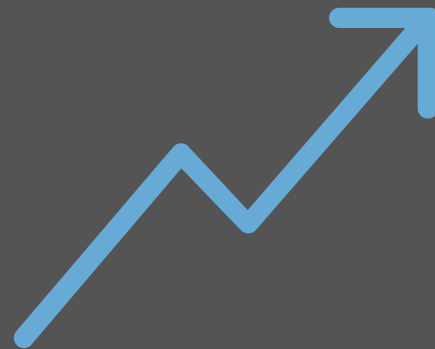
THE OUTCOME

Statistics are taken from the performance of Instagram posts from September 5, 2023- December 7, 2023



476 Posts 2,018 Followers 83 Following

Spicy Nine Chapel Hill
Chic outpost with an extensive menu of raw & cooked Asian fusion fare, plus sake & cocktails.
140 W Franklin St, Ste 150, Chapel Hill, North Carolina



**1,013
Followers**

+108% vs Sep 5

+108% increase in followers

+947% increase in interactions

+822% increase in profile visits

+700% increase in business address taps

+1,015% increase in follower engagement

+557% increase in accounts reached

+174% increase in external link taps

+771% increase in profile activity

TESTIMONIAL

“1893 BRAND STUDIOS HAS BEEN A JOY TO WORK WITH. WHAT AN ABSOLUTE PLEASURE TO WORK WITH A GROUP THAT PUTS THEIR HEART INTO THEIR WORK. THEIR EXCITEMENT AND ENTHUSIASM IS NOT ONLY APPARENT IN THEIR EXCELLENT FINAL PRODUCT, BUT IS CONTAGIOUS FOR OUR ORGANIZATION AS WELL. CHEERS TO 1893 AND THE DAILY TAR HEEL! HIGHLY RECOMMENDED.”

Mike Vikitsreth